

ICS 03.140
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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 29185-2021

Replacing GB/T 29185-2012

Brand - Vocabulary

品牌 术语

Issued on: October 11, 2021

Implemented on: February 1, 2022

**Issued by: State Administration for Market Regulation;
Standardization Administration of China**

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for Standardization Work Part

1. Structure and Drafting Rules of Standardization Documents" Drafting. This document replaces GB/T 29185-2012 "Brand Value Terminology", compared with GB/T 29185-2012, except for structural adjustment and editing. In addition to the editorial modification, the main technical changes are as follows:

- a) Modified the brand, brand planning, brand positioning, brand architecture, brand equity, brand value, brand awareness, brand recognition, product. The terms and definitions of brand reputation, brand loyalty, brand vision, brand concept, brand image, brand association, brand extension (see 3.1, 5.8, 5.7, 5.11, 5.1, 3.2, 4.18~4.21, 5.5, 5.9, 5.13, 5.14, 5.18, 2012 version 2.1~2.4, 2.6, 2.7, 2.9~2.14, 2.17,
- b) Added some basic brand terms in Chapter 3 (see 3.3~3.12);
- c) Added some brand evaluation terms in Chapter 4 (see 4.1~4.17, 4.22~4.32);
- d) Added some brand cultivation and management terms in Chapter 5 (see 5.2, 5.10, 5.19~5.21);
- e) Added other terms related to brands in Chapter 6 (see Chapter 6);
- f) The brand value calculation, brand identification, and brand elements have been deleted (see 2.8, 2.18,

2.19 in the 2012 edition). Please note that some of the contents of this document may involve patents. The issuing agency of this document is not responsible for identifying patents. This document was proposed and managed by the National Brand Evaluation Standardization Technical Committee (SAC/TC532). Drafting organizations of this document. China National Institute of Standardization, China Brand Building Promotion

Association, China Quality Certification Center, Guangdong Jianmei Aluminum Profile Factory (Group) Co., Ltd., Asia Electric Cable Technology Co., Ltd., Diou Furniture Group Co., Ltd., China Agricultural University, Shenzhen University, Shanghai Municipal Quality and Standardization Research Institute, Zhonghe Assets Evaluation Co., Ltd. The main drafters of this document. Wu Fang, Lu Anran, Liu Wenwen, Liu Jianhui, Li Qingsong, Huang Shoujin, Lu Juan, Liu Weili, Jia Jia, Zhu Jun, Duan Qi, Wu Xiangke, Zhou Yuhuan, Sun Jun, Zhang Ning. The previous versions of this document and the documents replaced are as follows:

---In.2012, it was first published as GB/T 29185-2012;

---This is the first revision.

In the era of global economy, brand is one of the important assets of various organizations, and it is also a comprehensive manifestation of the country's core competitiveness. Strengthen brand building Designing and enhancing brand value is of great significance for enhancing the market competitiveness of various organizations and even the country's international competitiveness. However, brand building There is a lack of a unified language of communication between the participants of the event. Therefore, this document provides companies and various organizations with brand, brand evaluation, product The terminology related to brand management is expected to provide a standardized and consistent communication language for all relevant parties and participants in brand building activities, so as to promote The efficiency of brand building is improved. Brand term

1 Scope

China's national vocabulary standard for brands. It defines the basic terms of brand, the terms used in brand evaluation, the terms of brand cultivation and management, and the other related terms, and it provides an index to them. A vocabulary standard is the foundation of a standards family, and this one supports a system that has an unusual purpose: China has built a national programme around brand value, with evaluation standards, cultivation guidance and official brand value rankings, and all of it rests on the terms being fixed. Brand is a field in which almost every important word is used loosely. Brand value, brand equity, brand strength, brand awareness, brand recognition and brand reputation are used interchangeably in marketing writing, and they are not interchangeable: equity is what the brand is worth to its owner as an asset, value is a monetary figure produced by a valuation method, awareness is the proportion of a population that has heard of it, and recognition is whether they identify it when prompted. A document that uses two of those as synonyms cannot be audited, and an evaluation built on it produces a number that means whatever the evaluator intended. The 2021 revision reflects how much the field has grown since 2012. It revises the definitions of brand itself and of fifteen further core terms, and it adds substantial numbers of new terms in each chapter - the basic terms, the evaluation terms, and the cultivation and management terms. The change of title, from

brand value vocabulary to brand vocabulary, records the same expansion: the document is no longer the terminology of a valuation exercise but of a discipline. Issued on 11 October 2021 and in force since 1 February 2022, it replaces GB/T 29185-2012.

This document defines basic brand terms, brand evaluation terms, brand cultivation and management terms, and other terms related to brands. This document is suitable for organizing brand evaluation, brand cultivation and management, and other brand-related activities.

2 Normative references

There are no normative references in this document.

3 Basic brand terminology

3.1 Brand Intangible assets, including but not limited to names, terms, symbols, images, logos, designs, or combinations thereof, used to distinguish products, services and/or real Body, or both, can form unique impressions and associations in the consciousness of stakeholders (6.4), thereby generating economic benefits (value). [Source: GB/T 39654-2020, 3.1]

3.2 Brand value The value of the brand as an asset of the entity. [Source: GB/T 39654-2020, 3.8]

3.3 Category The market, economic or social segmentation of branded goods or services. [Source: GB/T 39654-2020, 3.1.3]

3.4 Subjectofbrand The object to which the brand is attached.

Note. The main body of the brand includes corporate brand, product brand, regional brand, etc. [Source: GB/T 36680-2018, 3.1]

3.5 Regionalbrand Intangible assets related to regional history, culture, and economy, used to distinguish regional products, services, and/or entities, or both, can be used in Unique impressions and associations are formed in the consciousness of stakeholders, thereby generating economic and/or social value.

3.6 Regional industrial cluster regionalalindustrialcluster Areas with clear geographical boundaries, prominent leading industries, and relatively concentrated industries or enterprises, and intensive use of resources.

3.7 Geographical indications; GI Produced in a specific area, the quality, reputation or other characteristics essentially depend on the natural and human factors of the place of production.